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# Annual Fund Housecalls

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# University of Dayton, Ohio (url: <http://www.udayton.edu/index.php>)



## Annual Fund Housecalls

**12.18.2008 | Service and Giving**

Rosemary Terkoski of Kettering, Ohio, has had a bond with UD ever since her son David Terkoski '82 played football for the Flyers.

This month, as a new member of UD's Front Porch Society, a designation honoring people who have given to UD for at least three consecutive years, Mrs. Terkoski had a surprise visitor to her front porch — junior marketing major Amanda Howe, a student supervisor in the UD telefund office, who came bearing glad tidings, gratitude and pretty red poinsettia.

Howe, of Dublin, Ohio, was among 15 students and annual fund staff who cruised around the Dayton metropolitan area during the second week of December, delivering poinsettias as thank-you gifts to 120 of the society's newest members.

Mrs. Terkoski has been giving to the Flyer football fund since 1998 and annually since 2006.

UD founded the Front Porch Society during the 2004-05 school year to acknowledge loyal donors of all gift sizes as important members of the UD family, said Kelli Holmes, assistant director of annual giving.

The philanthropic sector places high value on consecutive years of giving, said Joan Schiml, director of annual giving.

"Consecutive giving is the main factor in stabilizing the UD Fund," she said. "Typically, once a person gives consecutively for three to five years, 85 percent of them will continue to do so. Less-consecutive donors give at a much lower percentage."

The Front Porch Society has more than 7,000 members and represents nearly 25 percent of all donors to the University, Schiml said.